

Message Text

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PAGE 01 PARIS 29486 061502Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W
-----123530 061701Z /44

R 061428Z SEP 78
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 6954
INFO AMEMBASSY BRUSSELS
AMEMBASSY LUXEMBOURG
AMEMBASSY THE HAGUE

UNCLAS PARIS 29486

PASS TO FIELD/KOSTECKA

E.O. 11652: N/A
TAGS: BEXP, FR
SUBJECT: FRANCHISING MISSION TO PARIS, NOVEMBER 5-8,
1978: BROCHURES

REF: (A) TELCON LYON/KOSTECKA (B) PARIS 29305

1. PER TELCON REQUEST, REF (A), TO INVESTIGATE WHETHER
BROCHURES FOR ALL FOUR COUNTRIES TO BE VISITED BY
SUBJECT MISSION COULD BE PRINTED, IN ENGLISH AND FRENCH,
IN PARIS, WE HAVE FOLLOWING INFORMATION:

A. PRINTER RECOMMENDED BY IMC INDICATES COST FOR 1000
ENGLISH AND 500 FRENCH (TOTAL 1500) EIGHT-PAGE BROCHURES
WITH COVER WOULD BE APPROXIMATELY 1350 FRANCS. SINCE WE
DO NOT KNOW HOW MANY BROCHURES WILL BE REQUIRED, WE
DID NOT SPECIFY TO PRINTER EXACT NUMBER. COST OF
SECOND THOUSAND, IN EACH LANGUAGE, WOULD BE SLIGHTLY
LESS THAN COST OF FIRST THOUSAND. COST QUOTED
INCLUDES TRANSLATION AND PRINTING.

B. GRAPHICS AND PHOTOS MUST BE SUPPLIED TO PRINTER.
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C. PRINTER REQUIRES THREE WEEKS LEAD TIME, I.E., HE
MUST HAVE MATERIALS IN HAND BY SEPTEMBER 18 OR OTHER
POSTS RUN RISK OF NOT HAVING THEIR BROCHURES IN TIME
TO MAKE MAILINGS. (OUR CALCULATIONS ALLOW ONE WEEK
FOR SHIPMENT OF BROCHURES AND ASSUME POSTS WOULD WANT
BROCHURES TO MAKE A MAILING THREE WEEKS PRIOR TO

ARRIVAL OF FRANCHISING MISSION.)

2. HOW WILL BROCHURES BE SENT FROM PARIS TO OTHER POSTS? EMBASSY MAIL ROOM ADVISES THAT INTER-AREA APO MAIL (BETWEEN EUROPEAN POSTS IN THIS CASE) IS NOT A VIABLE POSSIBILITY BECAUSE OF THE CIRCUITOUS ROUTING AND LENGTHY TIME NEEDED TO ASSURE DELIVERY. FURTHER, PRINTED BROCHURES COULD BE SENT THROUGH FRENCH MAIL SYSTEM FROM PARIS TO BRUSSELS, FOR EXAMPLE AT THE RATE OF APPROXIMATELY 5 FRANCS A KILO BUT DELIVERY WOULD TAKE AT LEAST A WEEK. IF BROCHURES SENT AT LETTER RATE, COST WOULD BE 25 FRANCS A KILO AND DELIVERY WOULD TAKE SEVERAL DAYS.

3. PLEASE ADVISE.
HARTMAN

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NNN

Message Attributes

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